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Online buyers go on reputation
June 17, 2009
Web User

Online shoppers are more concerned about a retailer's reputation than the price of an item when buying on the web, a survey has found.

Webcredible, a user experience consultancy, said that 28 per cent of respondents to its survey were more interested in reputation when choosing what to buy online.

In contrast, 26 per cent said the price of goods was the most important factor.

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One key element of a brand's reputation is their security policy, Webcredible said.

Mrudula Kodali, senior consultant at Webcredible said: "Price has always been a key driver in why people shop online rather than on the high street, but these results reveal that some respondents hold security in the highest regard."

Interestingly, the survey did not ask respondents how much of a role the reviews of other customers played in buying decisions.

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A separate survey conducted last month found that 76 per cent of people took [buying advice](#) from customer reviews left on commerce websites.

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